

Philip Morris Promotional Fulfillment
Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 8/5/94 UPC Size %: 80 UPC CODE: _____
 Prepared By: Wendy Marin Ext: 2839 OVERNIGHT YES
 Send UPC To: Connie Bulanda DELIVERY NO
 Name: _____ Address: 35 W. Wacker
 Company Name: HBCO. City/State/Zip: Chicago

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: Virginia Slims Program: VS Holiday #6 POS # 222
 Program Description: (Please Be Specific) Virginia Slims Holiday Direct Mail #6

Audience Reached:	<input type="checkbox"/> Offensive	Timing:	<input type="checkbox"/> Yearly	<input type="checkbox"/> Winter	Capture Names?:	<input type="checkbox"/> Yes
	<input type="checkbox"/> Defensive		<input checked="" type="checkbox"/> Quarterly	<input type="checkbox"/> Spring		<input checked="" type="checkbox"/> No
	<input checked="" type="checkbox"/> Both		<input type="checkbox"/> Holiday	<input type="checkbox"/> Summer	OCR CODED?	<input type="checkbox"/> Yes
			<input type="checkbox"/> Other	<input type="checkbox"/> Fall		<input type="checkbox"/> No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Distribution Date: 8/21/94 Expiration Date: 5/31/95 Estimated Redemption Rate: 20%
 Total Circulation: 2500M Max. Redemp. Cost/Coupon: \$1.00

Areas of Distribution

Will Coupons Be Distributed:

Will the distribution include military?

- Nationally Yes
 Regionally (see back) No
 Specific Markets (see back)
 On a Test Basis

Method of Distribution (check only one per UPC):

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Magazine On Page (001) | <input type="checkbox"/> ROP/Newsp. Co-op (008) | <input type="checkbox"/> Hand Distribution (012) | <input type="checkbox"/> ON-Pack-Own Product (018) |
| <input type="checkbox"/> Magazine Tip-In (002) | <input type="checkbox"/> Sunday Supp.-Single (007) | <input type="checkbox"/> Retailer Coupon (013) | <input type="checkbox"/> Immediately Redeemable (020) |
| <input type="checkbox"/> Magazine Special Unit (003) | <input type="checkbox"/> Sunday Supp.-Co-op (008) | <input checked="" type="checkbox"/> Direct Mail - Solo (014) | <input type="checkbox"/> All Other: <u>Please Explain</u> (025) |
| <input type="checkbox"/> Control Circ. Magazine (004) | <input type="checkbox"/> FSI Inserts - Solo (010) | <input type="checkbox"/> Direct Mail - Co-op (015) | |
| <input type="checkbox"/> ROP/Newsp. Single (005) | <input type="checkbox"/> FSI Inserts - Co-op (011) | <input type="checkbox"/> In-Pack-Own Product (016) | |

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: \$ 1.00

Terms of Offer:
 (Describe completely)

\$1.00 off 4 pks / ea.

Discount Offered: _____ %
 (% of Face Value/Purchase Price)

or Check One Below

- | | | | | |
|--------------------------------|--------------------------------------|--|---|--|
| <input type="checkbox"/> B1G1F | <input type="checkbox"/> B2G 50¢ Off | <input checked="" type="checkbox"/> \$1.00 Off Carton <u>14/13</u> | <input type="checkbox"/> \$2.50 Off Carton | <input type="checkbox"/> Other - Provide Details Above |
| <input type="checkbox"/> B2G1F | <input type="checkbox"/> B3G 50¢ Off | <input type="checkbox"/> \$1.50 Off Carton | <input type="checkbox"/> \$3.00 Off Carton | |
| <input type="checkbox"/> B3G1F | <input type="checkbox"/> Free Pack | <input type="checkbox"/> \$2.00 Off Carton | <input type="checkbox"/> Checker Intervention | |

Distribution break by PM Region:

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____	_____
5	_____	_____	_____	_____	_____	_____	_____
Total	_____	_____	_____	_____	_____	_____	_____

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 12/376 22190

Date Assigned: 8/5/94 Assigned By: _____

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer
 One Copy to Media

One Copy to PM Promotional Fulfillment
 One Copy to Promotional Services Center

One Copy to PM Finance
 One Copy to USA

#4003
 PM USA/REV 3/93

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